

**CERTIFICATE OF ELECTRONIC TRANSMISSION UNDER 37 C.F.R. §1.8**

I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on the below date:  
 Date: July 17, 2007 Name: Scott A. Timmerman Signature: /Scott A. Timmerman/

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Appln of: **Elliot Yasnovsky et al.**

U.S. Patent Application Serial  
 No.: **10/700,837**

Filing Date: **November 3, 2003**

For: **SELF-SERVICE PLATFORM FOR SELLING ADVERTISING**

BHGL Ref. No.: **12729/38**  
 Yahoo! Ref. No.: **Y00239US01**

Examiner: **Namrata Boveja**

Group Art Unit: **3622**

Confirmation No.: **5781**

Mail Stop Amendment  
 Commissioner for Patents  
 P. O. Box 1450  
 Alexandria, VA 22313-1450

**TRANSMITTAL**

Sir:

**Attached is/are:**

- ☒ Amendment and Remarks  
☐ Return Receipt Postcard

**Fee calculation:**

- ☒ No additional fee is required.  
☐ Small Entity.  
☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_ ( ) month extension of time under 37 C.F.R. § 1.136(a).  
☐ A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_).  
☐ An additional filing fee has been calculated as shown below:

|   |                                     |       |                                    |                  | Small Entity |           |    | Not a Small Entity |           |
|---|-------------------------------------|-------|------------------------------------|------------------|--------------|-----------|----|--------------------|-----------|
|   | Claims Remaining<br>After Amendment |       | Highest No.<br>Previously Paid For | Present<br>Extra | Rate         | Add'l Fee | or | Rate               | Add'l Fee |
| Total                                     |                                     | Minus |                                    |                  | x \$25=      |           |    | x \$50=            |           |
| Indep.                                    |                                     | Minus |                                    |                  | x \$100=     |           |    | x \$200=           |           |
| First Presentation of Multiple Dep. Claim |                                     |       |                                    |                  |              | + \$180=  |    | + \$360=           |           |
|   |                                     |       |                                    |                  | Total        | \$        |    | Total              | \$        |

**Fee payment:**

- ☐ A check in the amount of \$\_\_\_\_\_ to cover the above-identified fee(s) is enclosed.  
☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_.  
☐ Payment by credit card in the amount of \$\_\_\_\_\_ (Form PTO-2038 is attached).  
☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

July 17, 2007  
 Date

/Scott A. Timmerman/

Scott A. Timmerman (Reg. No. 55,678)